Registering multiple ads
Spreadsheet Upload Quick Cards v4

October 2022

Before you begin **Register** as an Ad-ID user

Registering as a New User:

1 Go to https://app.ad-id.org/user/register

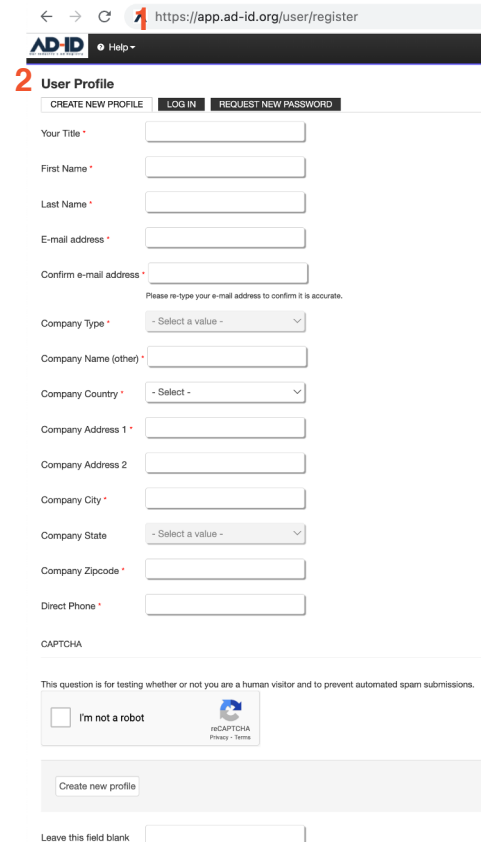**2** Complete the online User Profile making sure that you complete all fields marked with a red asterisk *.

After submitting your profile, wait for a confirming email with additional instructions.

Note: You will need to accept the Ad-ID End User License Agreement (EULA) and Privacy Policy before you can access any of the features of the Ad-ID system.

If you aren't sure you can contact the Client Success Team at cs@ad-id.org and they can help you get set up.

What you need before registering your creative assets

![AD-ID] **Dashboard** | 👥 **Groups** ▾ | 🔘 **Accounts** ▾ | ✏️ **Create...** ▾ | ⚙️ **Search** ▾ | ❓ **Help** ▾

1 ➕ Create a New Group

4 ➕ Create a New Ad-ID Code

↑ Upload Ad-ID Codes

Registering your ad to obtain an Ad-ID code:

- Requires: **1** a Group ID, **2** an Account ID and **3** a Prefix.

- If these components already exist, then you can start registering your ads by going to **4** Create a New Ad-ID Code.

- For new set ups you need to provide permission in writing from the Advertiser to register the creative on their behalf and confirm who is to be billed (Account set up) before the Client Success Team can provide access and complete the set up.

- If you aren't sure, you can contact the Client Success Team at cs@ad-id.org and they can help you.

1 Group:
Where you keep your list of Users, Prefixes and Codes

2 Account:
Where you maintain your billing information, including contact, address, telephone number, email addresses for invoices and statements, lock to your advertiser client's Parent Company, and fund your code creation

3 Prefix:
4-character identifier for your Advertiser/Brand, includes the code format, description, and Parent Company

Each code begins with a 4-character prefix which is licensed to a specific advertiser.
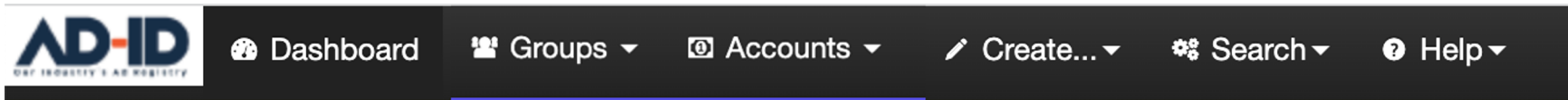
A | B | C | D

After the prefix is the 7-character code.

1 | 2 | 3 | 4 | 5 | 6 | 7

The code may be followed by an "H" or "D" if there is a specific media definition.

H | D

1 Where to find the Group ID

Finding your Group ID:

- Select your **Group** from the list in the Groups menu or from the Groups section of the **Dashboard**.

- With your selected Group on screen go to the address bar in your browser to find the Group ID. It is the number at the end of the address.

- If you aren't sure where to look, you can contact the Client Success Team at cs@ad-id.org and they can help find your Group or your Group ID.

2 Where to find the Account ID

Finding your Account ID:

- Select your Account from the list in the Accounts menu or from the Accounts section of the Dashboard.

- With your selected Account on screen go to the address bar in your browser to find the Account ID. It is the number at the end of the address.
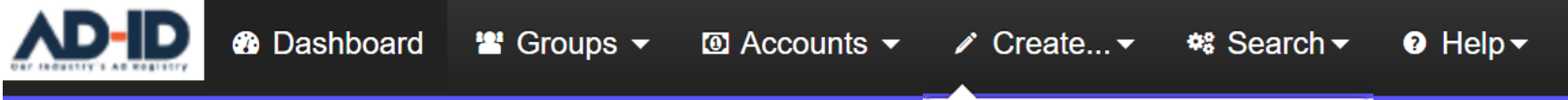
- If you aren't sure where to look, you can contact the Client Success Team at cs@ad-id.org and they can help you find your Account or Account ID.

3 Where to find an Upload Template

Finding and downloading Upload Templates:

- Go to the **Create** menu and select **Upload Ad-ID Codes**.

- There are 5 templates that can be downloaded to your computer; one for each **Media Type**.

  > Video Media
  > Audio Media
  > Print Media
  > Display Creative
  > Out of Home Display/Other Media

- Each template contains the fields and metadata from the equivalent media Slate screen and can be used to register and create codes for up to 100 ads

- Click the Excel template you wish to use to start the download.

- If you aren't sure you can contact the Client Success Team at cs@ad-id.org and they can help you download and prepare your template.

Template notes and tips:

- You can register ads and create codes for multiple groups, prefixes and accounts as long as all ads are for the same media type.
- Mixing media types in the same spreadsheet will result in errors.

4 Complete the Template before saving

Completing the Excel formatted Ad-ID Template to register multiple ads and obtain Ad-ID codes:

- Requires: a **Group ID**, a **Prefix** and an **Account ID**.

Group ID*	Prefix*	Account ID*
100536	2NEW	100536

- Mandatory Fields are marked with a red asterisk *.
- Access tooltips by clicking in a cell you want to know more about.

| Ad-ID Code: Custom only*	Media Type*
	Video
	Video

Only required for prefixes set up with custom format. Enter 4 or 7 characters as appropriate. Must use only letters and/or numbers.

- Select desired Medium, Length/Size, and Language options from the dropdown lists.
- If registering Video creative, at least one video definition must be selected by choosing Yes.
- Note: the system will use default values for Code Record Type (Original), Parent, Advertiser and Agency Name if no values are entered.
- Repeat for each ad you want to register, or copy and paste the Row values, changing the cells that have new information.
- Save the completed form as a CSV (Comma separated values) file.
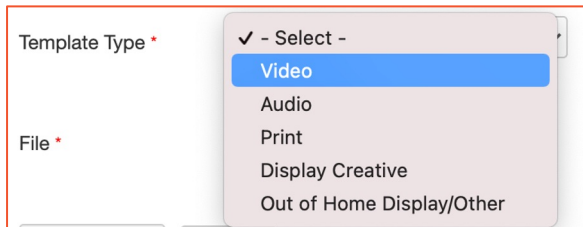
✓ Comma Separated Values (.csv)

- If you aren't sure you can contact the Client Success Team at cs@ad-id.org and they can help you complete the Upload Template.

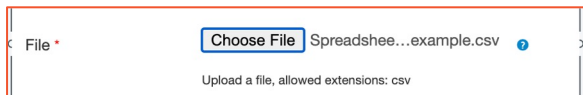# 5 Upload and validate your registration information
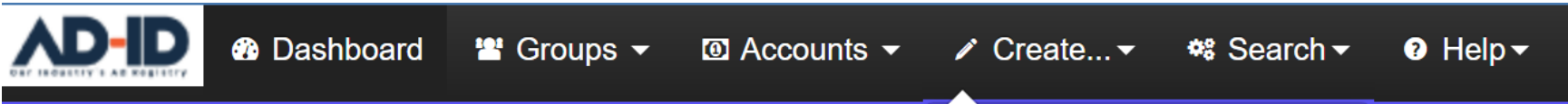
Uploading the completed Ad-ID code template:

- Requires a saved Ad-ID Code template in **.CSV** (Comma Separated Values) format.
- Go to the **Create** menu and select **Upload Ad-ID Codes**.
- Select the Template Type for the **Media Type** you are registering.

Template Type *
- Select -
  - ✓ – Select –
  - Video
  - Audio
  - Print
  - Display Creative
  - Out of Home Display/Other

File *

- Click **Choose File** to browse to your saved .CSV file, and to upload the values to the Ad-ID system.

File * | Choose File | Spreadshee...example.csv ❓
Upload a file, allowed extensions: csv

Create...
- ＋ Create a New Group
- ＋ Create a New Ad-ID Code
- ⬆ Upload Ad-ID Codes

- Click **Validate Codes** to check that codes are error-free.

  | Validate Codes | Cancel |

- Note: Only valid codes can be submitted for purchase in the Order Summary

  ✓ All codes are valid. Click "Submit Purchase" to complete your order.

- Click the **Submit Purchase** button to complete the upload.

  | Submit Purchase | Back |

- If you aren't sure, you can contact the Client Success Team at cs@ad-id.org and they can help you submit your purchase or troubleshoot errors.

With your Ad-ID Codes your registered ads are ready to be distributed, trafficked to and validated by your vendors and publisher partners

ADID1VALID1H

www.ad-id.org

ADID0000009